

Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W

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P R 271451Z JUN 75

FM AMEMBASSY ACCRA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 8073

AMEMBASSY KINSHASA

UNCLAS ACCRA 4093

E. O. 11652: N/A

TAGS: BEXP GH

SUBJ: COMMERCIAL PRESENCE FAIR - ACCRA FY76

REFS: (A) STATE 132790 (B) ACCRA 3862, PARA 4 (C) ACCRA 4072

(D) ACCRA 4094

1. VIGNEAULT ARRIVED AS SCHEDULED JUNE 22 AND DEPARTED JUNE 27, AND PROVED MOST HELPFUL TO POST IN PREPARATIONS FOR SUBJECT FAIR. WE ARE GRATEFUL TO USDOC AND KINSHASA FOR MAKING HIM AVAILABLE AT THIS TIME. REMAINDER OF THIS MESSAGE JOINTLY PREPARED BY VIGNEAULT AND EMBASSY.

2. MEETING HELD EVENING JUNE 24 AT E/C COUNSELOR'S HOME ATTENDED BY AMBASSADOR, VIGNEAULT, ALL E/C SECTION, ADMIN SECTION REPS, AND REPRESENTATIVE OF EVERY FIRM WITH ACCRA OFFICES WHO INDICATED WERE FIRMLY IN FAIR (REFTEL B) AND A NUMBER OF POTENTIALS. ENTHUSIASM HIGH AT MEETING, PA'S AND RELATED FORMS COLLECTED BY VIRTUALLY ALL. AS DIRECT RESULT OF MEETING, FIRESTONE (GHANA) LTD. DEPOSITED SIGNED PA AND CEDI CHECK FOR FULL FEE ONE BOOTH JUNE 26, AND JOHNSON'S WAX RESIDENT DIRECTOR SAID HE WAS SO IMPRESSED HE DECIDED TO PARTICIPATE AND INTENDS DEPOSIT PA AND CHECK JUNE 27.

3. WE ARE CONVINCED WE WILL HAVE SUFFICIENT PA'S AND CHECKS WITHIN REASONABLE TIME (INCLUDING THOSE BEING COLLECTED BY USDOC IN US, REFTEL B) TO SUPPORT 15-BOOTH UNCLASSIFIED

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EXHIBIT (12 SQ METERS EACH) AND ARE PLANNING ACCORDINGLY.

SPACE OPTION RESERVED WITH FAIR AUTHORITIES. THIS IS BAYS 4 THROUGH 8, PAVILION E IN PLAN SUBMITTED PREVIOUSLY TO USDOC (ADDITIONAL COPY BEING POUCHED TO MURRIN FOR ADAMS), TOTALLING 600 SQ. METERS AND INCLUDES PROVISION 241 SQ. M. FOR USIA EXHIBIT (REFTEL C). ALSO PLACED OPTION FOR RELATIVELY SMALL (BUT SIZE UNSPECIFIED) OUTDOOR AREA IMMEDIATELY ADJACENT.

4. WE HAVE ANNOUNCED FIRM PRICES OF DOLS 3000 OR CEDIS 3450 PER SQ. M. BOOTH; DOLS 11.00 OR CEDIS 12.65 PER SQ. M. OUTDOOR SPACE, AVAILABLE ONLY TO THOSE TAKING AT LEAST ONE BOOTH INSIDE.

5. WE INVITED BIDS FROM FIVE LOCAL FIRMS; THREE OF THESE SHOWED UP AT MEETING CALLED JUNE 24 IN EMBASSY WITH VIGNEAULT, E/C COUNSELOR, AND GSO; ONLY ONE HAS SUBMITTED BID, WHICH ON BASIS 15 BOOTHS (PLUS LOUNGE, ETC., AND ASSEMBLY OF USIA EXHIBIT) IS CEDIS 75,000 (APPROX. DOLS 65,200) AND INVOLVES MUCH SUBSTITUTION OF SPECS. VIGNEAULT HAND-CARRIED BID FROM NACHMAN BERMAN AND SON LTD., CONTRACTOR FOR CURRENT KINSHASA FAIR, FOR SIMILAR SERVICES, DOLS 35,000, WITHIN SPECS. (SEE REFTEL D, CLASSIFIED).

6. ACTION REQUESTED:

(A) NOTIFY ALL FIRMS LISTED REFTEL B OF FINAL PRICES, COLLECT CHECKS, PA'S, PRODUCT CHARACTERISTICS AND MARKET DEVELOPMENT FORMS, AND B AND W PHOTOS FOR BLOWUP AND PLACEMENT IN BOOTHS. TO ENHANCE APPEARANCE OF BOOTH, WE WOULD PREFER FIRMS SEND ONE SQ. METER COLOR PHOTOS WITH THEIR SHIPMENTS.

(B) PROVIDE INFORMATION ON FAIR TO W.D. CRAWLEY, DIRECTOR INTERNATIONAL MARKETING, LEARNING RESOURCES CO., (DIV. OF EDUCATIONAL DEVELOPMENT CORP.), 202 LAKE MIRIAM DR., LAKELAND, FL 33803, TEL 813-646-5705, RESPONDING TO HIS BRIEF JUNE 18 LETTER TO EMBASSY.

(C) NOTIFY RONALD SEGAL, PRES., BOBBIN PUBLICATIONS, INC., UNCLASSIFIED

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P.O. BOX 527, COLUMBIA, SC 29202, 803-771-7500, THAT HIS LETTER TO AMBASSADOR DATED MAY 22 ONLY RECEIVED JUNE 25. HE UNDER MISAPPREHENSION THAT GITF IS A TEXTILE MACHINERY AND GARMENT SHOW. WHILE WE COULD HANDLE SUCH EQUIPMENT, EMPASIS IS NOT ON THESE PRODUCTS. PLEASE PROVIDE HIM WITH BASIC GITF INFORMATION, AND TELL HIM WE WILL MAIL HIM A FULLER RESPONSE.

(D) RESPONDING TO CLEAR DEMAND BY EXHIBITORS TO DESIGN EXHIBIT IN SUCH WAY THAT SPECTATOR ONCE HAVING ENTERED MUST PASS ALL BOOTH, PLEASE REDESIGN ADAMS' "MAY 27 PROPOSED SPACE PLAN FOR 15 EXHIBITOR BOOTHS" ACCORDINGLY. SHOULD ALSO PROVIDE DIRECT ACCESS TO USIA EXHIBIT (REFTEL C). COPY OF PLAN BEING POUCHE (PARA 3) INCLUDES SKETCH OF SUGGESTION TO MEET THESE CRITERIA.

(E) OBTAIN ADDITIONAL BIDS FOR EXHIBIT SYSTEM (PARA 5 AND REFTEL D) FROM CONTRACTORS KNOWN TO USDOC WHO HAVE PERFORMED WELL IN PAST.

(F) CONTINUE TO ADVISE ACCRA BY CABLE OF STATUS OF ALL OF ABOVE, INFO VIGNEAULT (KINSHASA UNTIL JULY 20, THEN TEHRAN).

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ACCRA04093
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750223-0656
From: ACCRA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975067/aaaaafyt.tel
Line Count: 131
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 132790, 75 ACCRA 3862, 75 PARA 4, 75 ACCRA 4072
Review Action: RELEASED, APPROVED
Review Authority: greenet
Review Comment: n/a
Review Content Flags:
Review Date: 12 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <03 FEB 2004 by greenet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PRESENCE FAIR - ACCRA FY76
TAGS: BEXP, GH
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006